

Nine Economic Development Priorities for The City of Hollister

The Economic Development Advisory Committee and Staff view the following actions as strategic priorities, directing work for immediate implementation. These actions can likely have the greatest sustainable positive impact on the City.

1. Complete a new Waste Water Treatment Plant constructed with modern sewage treatment technology for the existing community.

Ends threat of state sanctions, updates technology & assure future expansion for new residential, commercial & industrial users. The City of Hollister announces a new fully operational WWTP is ready to go online as of October 2008. Visit the City of Hollister website at www.hollister.ca.gov for details.



2. Assure construction of new Highway #25 Bypass in cooperation with San Benito COG and Caltrans to provide needed traffic link between north and south sides of the City.

Take advantage of new land development opportunities along the Corridor, support development of new commercial/ retail projects adjacent to the right-of-way & minimize traffic impact on residential neighborhoods. With Construction nearly complete, the Highway #25 Bypass is expected to be complete in late 2008. Contact: Project website at www.highway25bypass.com for updated progress reports.



3. Set a citywide target for job creation & retention. Keep pace with Jobs/Housing Balance and assure creation of 2,500 new & replacement jobs over next five years in Hollister.

Create opportunities for small businesses and entrepreneurs to gain support and start companies. Hollister can benefit from programs that encourage and assist citizens starting their own businesses. A strong collaboration between the public and private sectors must occur to ensure its overall success. Look to support local business expansions. Focus on companies in target industry categories & expansion of sustainable business practices. Help support start-ups, young businesses and new ideas. New & existing employers contact: City's Economic Development Manager by email at jeff.pyle@hollister.ca.gov or call 831-630-5103.



4. Continue to expand the strong agricultural heritage that provides an economic base in San Benito/ Hollister.

Explore new opportunities in sustainable agriculture with local producers & prepare for transition with relocation or closing of existing produce packing operations. Work to create pride in the community & promote a continued renaissance.

5. Guide Redevelopment of Downtown District to include office and executive space, downtown retailers, restaurants & mixed-use residential development.

The City of Hollister encouraged completion of an updated downtown revitalization plan, keeping business, retail, and office space in mind, as well as amenities for increasing overall quality of life. Actively support construction of new town-center Courthouse & office complex; retain those key jobs downtown. Downtown sites may offer opportunity for



higher density residential & affordable housing projects. Hollister Downtown Association contracted with RBF Consulting/Urban Design Studio to prepare an updated a Downtown Plan by mid-2008. Contact: H/DA staff at 831-636-8406 or visit their website at www.downtownhollister.org to become involved.

6. Adopt a Plan and Budget to support the Master Plan for Hollister Airport, and implement the Airport Land Use Plan to include development of Industrial/Business Campus, as well as service and education facilities and programs.



The Master Plan must be fully developed to realize the potential of Airport & Airport Supported Industries. This will facilitate the recruitment of quality companies and bringing them to the community. Contact: City's Airport Manager at 831-636-4365.

7. Work with the Chamber, the Business Council, EDC & other entities to sponsor specific business support programs and resources. Small & medium size companies comprise the largest part of the San Benito County economy. Focus on supporting existing companies, as well as new businesses. Recommended programs should be implemented to address immediate needs, as well as long-term goals. Other small to medium sized owner-operator firms from within the Northern California region are most like to be attracted to relocate in Hollister. Contact: San Benito Chamber of Commerce at 831-637-5315 or online at www.sanbenitocountychamber.com



8. Assist Gavilan College to locate and build new campus with connections & proximity to downtown.



Ensure development of programs offer growing companies talented and trained workers. Identify other programs to increase the number of skilled workers that are needed by target industries and work to gain funding for their implementation.

9. Support creation of important community facilities & sponsor events (such as YMCA, library & community stage) to expand cultural & recreation opportunities; improve Hollister quality of life. Hollister's population is relatively young and family oriented. Encouraging development of recreational and cultural opportunities creates a balanced community and increases growth in the service economy.



